

PRE-SORTED  
STANDARD  
U.S. POSTAGE  
PAID  
SUNNYVALE, CA  
PERMIT NO. 112

# Sunnyvale

City of Sunnyvale  
Main Numbers

**City Manager's Office**  
408-730-7480  
**Community Development/  
One Stop Permit Center**  
408-730-7444  
**NOVA/Employment**  
408-730-7232  
**Finance Department**  
408-730-7380  
**Human Resources**  
408-730-7490  
**Information Technology**  
408-730-7540  
**Library**  
408-730-7300  
**Parks & Recreation**  
408-730-7517  
**Public Safety**  
408-730-7100  
**Public Works**  
408-730-7415  
**Utilities**  
408-730-7681

## City Hall

will be closed on the following holidays:

Labor Day • September 6, 2004

Thanksgiving Holiday • November 25 & 26, 2004

Christmas Holiday • December 23 & 24, 2004

New Year's Holiday • December 30 & 31, 2004

## Upcoming Events

Music & Market Series - Downtown Sunnyvale  
Every Wednesday thru September 1  
For more information call 408-736-4971

## Farmers' Market

Every Saturday  
S. Murphy Ave between Washington & Evelyn  
9a.m.-1p.m.  
For more information call 510-745-7100



BUSINESS PAGE

*Sunnyvale*  
City of Sunnyvale  
P.O. Box 3707  
Sunnyvale, CA 94088-3707

The Economic  
Development  
Newsletter  
for Sunnyvale  
Businesses  
Summer 2004

Support your local  
Sunnyvale businesses!



# Sunnyvale

## BUSINESS PAGE

The Economic  
Development  
Newsletter  
for Sunnyvale  
Businesses

Summer 2004

The Bay Area is the birthplace of biotechnology. The Bay Area and Silicon Valley are leading the innovations that are shaping the future of biotechnology, including the integration of bio-, info- and nano-technologies. This year, the region hosted the BIO 2004 Annual International Convention in San Francisco, June 6-9.

The convention set new records for attendance and international representation. Total registration was more than 17,000, with representatives from 61 countries, 49 U.S. states (plus the District of Columbia and Puerto Rico), and 10 Canadian provinces. The convention offered a unique opportunity to showcase our strengths as a region and as a city. The City of Sunnyvale participated in the BIO convention in partnership with the Bay Area Marketing Partnership and the Silicon Valley Economic Development Alliance.

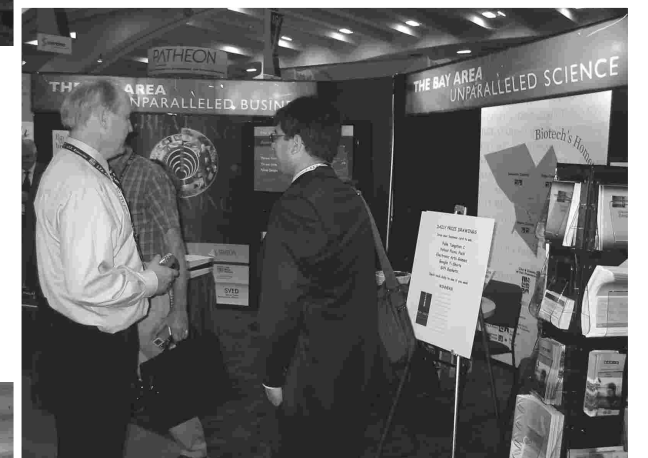
Company executives participating in sessions at the convention stressed the importance of biotechnology companies and highlighted the difference between biotechnology and traditional pharmaceutical companies. It was noted that the culture of biotechnology sets it apart, since the field is characterized as being more entrepreneurial and suitable for people who are comfortable taking risks.

Howard Pien, president and CEO of Chiron Corporation, said there is a "spirituality" to biotechnology that is unsurpassable, and is one of the reasons why big pharmaceutical companies turn to biotechnology companies for ideas. When convention attendees were asked to enumerate the keys to success in biotechnology, immersion in the science, good management, and a willingness to improvise were their replies.

Sunnyvale is home to a growing cluster of biomedical/biotechnology companies. The City of Sunnyvale Economic Development work plan includes a focus on the emerging field of bio-, info- and nano-technologies. This cluster will further diversify the local economy so that the City will be less vulnerable to economic fluctuations. Bio-tech, while not generating a large

number of jobs, has been steadily growing, and medical device companies are becoming significant sales tax producers. The City will be developing a strategy and action plan to ensure Sunnyvale is attractive to the biotechnology industry and is responsive to the unique needs of this industry cluster.

BIO 2004  
Convention  
Held in  
Bay Area



PG&E Resources  
Available to Assist  
Sunnyvale  
Businesses

Pacific Gas and Electric Company is offering an array of rebates on energy-efficient products to help conserve energy and save money at the same time. PG&E's Express Efficiency program for 2004 has over \$10 million in rebate funds available.

If you're the owner of a small or medium-size business within PG&E's service area, you can use these funds to help cover the cost of replacing your old equipment with new, energy-efficient products. The program will end December 31, 2004 (or sooner if funds are depleted), so now is a great time to complete those retrofit projects that you've been putting off.

Here are some examples of how installing new, energy-saving equipment can help you save energy, money, and control your utility bill:

- Lighting can account for up to 29% of energy use in offices. Installing new **T-8 fluorescent lamps with electronic ballasts** can help keep lighting costs down.
- Most *restaurant kitchens and fast food restaurants* are also excellent candidates for **T-8s lamps with electronic ballasts**.
- *Retail areas* can save money by using **compact fluorescent lamps** (CFLs) for recessed downlights and restrooms. CFLs are also good for *storage areas* and *hotel* lamps and fixtures.

- *Hotels* can greatly benefit from installing **occupancy sensors** that turn lights off when areas are not in use. *Storage rooms, restrooms*, and any other areas that are often unoccupied are good applications for this technology.
- Installing **LED exit signs** can net big energy savings because they are continuously in use. They use only 10% of the energy used by incandescent exit signs, and they last 10 times longer.
- Installing **setback programmable thermostats** delivers both electric and gas savings to all types of businesses.

PG&E's rebates offset the initial cost of purchasing and installing a variety of new energy-efficient technologies. The math is simple: the less energy a business uses means smaller utility bills at the end of the month.

A number of other resources to assist business customers are available on the PG&E web site at [www.pge.com/foryourbusiness](http://www.pge.com/foryourbusiness). Here you will find other valuable programs, including rebates and assistance in building design and construction, energy audits, free training classes, and self-generation opportunities, as well as cash payments to replace existing equipment with energy-efficient models. Check it out to see what can help you!



City of Sunnyvale's  
Economic  
Development  
Program Awarded  
PG&E Grant

The City of Sunnyvale would like to thank Pacific Gas and Electric for its support of our Economic Development program. PG&E awarded a grant in the amount of \$5,000 to help support our ongoing marketing efforts, and as a result, we were able to develop and print promotional materials to assist with retaining current Sunnyvale businesses and attracting new companies.

It is companies like PG&E that contribute significantly to the quality of life in Sunnyvale and the region. We are pleased to be able to partner with PG&E in our continuing effort to promote the City and the region's economic advantages.

Community  
Award  
Winners  
Announced

The City of Sunnyvale announced its 2004 Community Award winners at the Mayor's State of the City event on July 4.

**Network Appliance** was presented with the **Outstanding Environmental Achievement of the Year** award for its work in designing a state-of-the-art, energy efficient power and cooling system for its new mission-critical data center. The onsite co-generation system dramatically reduces energy usage and costs while providing reliable power. This project utilizes commercially available new products with emerging technologies to achieve the operational performance requirements needed. The system was permitted and approved by the

City of Sunnyvale, PG&E and the Bay Area Air Quality Management District.

**Richard Smith** of Wyant & Smith Funeral Home, who has served the community through both his business and his civic volunteerism, was named **Outstanding Businessperson of the Year**. He has served on the Sunnyvale Planning Commission and Personnel Board, and is well known for his efforts to ensure that the City of Sunnyvale works with local businesses to promote a healthy business climate. As the Businessperson of the Year, Smith is recognized for his service to the community, and his commitment to high standards, ethics, and customer service.

## Fully Funded NOVA Youth Internships Can Benefit Your Business

Want to create a win-win situation for your busiest quarter yet?

You can help young adults gain valuable on-the-job experience while enhancing your productivity by hosting a youth intern through NOVA's Work Experience program!

- An intern will be placed at your workplace for up to three months and NOVA will pay their salary.
- Youth interns can assist you with your existing workload and help you to accomplish special projects.

*"The (NOVA) Work Experience Program has benefited our agency in a dramatic way. Most importantly, it has enabled our employees to concentrate on more complex problems and solve technical situations. In this age of hiring freezes and layoffs, it has enabled us to be as productive and efficient as possible."* – **Mike Story, California Department of Motor Vehicles**

A NOVA Career Advisor will connect you with a youth intern and provide ongoing support during the internship period. For more information on NOVA Youth Internships, please call or visit:

The NOVA Youth Employment Program

408-522-9845

<http://www.youthatwork.org/aboutus.html>

Wouldn't you feel great knowing that you have helped local students become better workers and consumers? Investing your time and effort now in Junior Achievement (JA) of Silicon Valley & Monterey Bay ensures that our region is developing qualified local workers to sustain our future. You are cordially invited to participate in JA through one or more activities, including volunteer teaching, Groundhog Job Shadow Day, Fremont High School Career Faire, and participation at other events or through contributions that are appropriate for your business.

JA of Silicon Valley & Monterey Bay is the premier K-12 economic education organization. Thanks to 150 companies and 3,000 volunteers, over the last school year JA prepared 33,500 students from over 130 schools to be successful citizens and workers in Silicon Valley and the Monterey Bay area.

JA students are prepared to be your best employees. Without JA teaching students, imagine what you will face trying to find skilled employees among today's high school graduates. Based on 2002 and 2003 studies from Joint Venture Silicon Valley, only 33 percent of students entering high school in 1998 graduated with completed course requirements to enter the 4-year California university systems. Only 33 percent of our students are interested in pursuing technology careers, despite access to technology as tools. And in some local school districts, 50 percent of elementary school students have limited English language skills.

JA is a cost-effective, scalable, time-tested model for providing career awareness and helping children envision the vast array of life's possibilities. Your support can make a difference in addressing this urgent need in our community. Please contact Nikki Ashley, 408-988-8915 ext 202, with questions or for additional information on how to get involved.

Junior  
Achievement  
Wants You!